

# Certificate in Receivables Management

Innovation in the Receivables Management process of Credit Risk & Origination, Credit Control, Collections and Recovery for Telecommunications and related industries. Improve cash flow, aging and bad debt positions. Training for real change.

**Significant** increase in risk of bad and doubtful debt?  
**Aggressive customer acquisition** targets  
 ... but debt spiraling upwards?  
**Great bad-debt ratio** but need to grow the business  
 and improve customer experience whilst controlling bad-debt?  
**New post-paid services** and need to set-up operations?  
**Investing in new technology** but need to re-engineer the **business operations** to ensure return on investment?

Continuing economic challenges are combining with the ever-changing competitive landscape and driving higher aging and bad debt. None of us can afford to stand still when dealing with Receivables Management. Even small changes to a large credit portfolio can make a dramatic difference to cash-flows and profitability, reducing aged debt and improving on-time payments. And if things have not been going too well, then big improvements can be achieved with a considered, innovative and pragmatic approach.

Our specialized training looks at these questions and examines both common and unusual issues presenting ideas and solutions for change that make a real difference, using real-life examples and practical exercises throughout. Moreover, as our trainers are hands-on professionals, interaction readily extends learning to our delegates' own operational scenarios.

This five-day certificated training event provides an holistic perspective of the essential tactics, tools and techniques to implement a successful and innovative Receivables Management strategy and end-to-end process, as well as identifying and eliminating issues in your current business models. A complete high-performance picture emerges combining organisation, technology and operations stimulating plans to grow the business whilst keeping bad debt and on-time payments under control.



## Who should attend?

Responsible General Managers, Vice Presidents, Directors, Managers, Heads of Department, Supervisory or Leadership positions in:

- Receivables Management
  - Credit Origination
  - Credit Control / Management
  - Collections
  - Legal Recovery / Debt Management
- CRM / Customer Care / Service
- Finance Operations / Accounts Receivable
- Billing Operations
- Marketing / Sales
- Fraud Management / Revenue Assurance
- Product Development / Management
- Information Technology
- Technology and Business Strategy

## From these sectors:

- Fixed and Mobile Operators; all types
- MVNO & Resellers
- WiMax & FRA Operators
- Cable Operators and Broadband / ISPs
- VoIP Service Providers
- Satellite Communications
- Broadcast, Media and Entertainment
- Government / Regulatory Bodies

**Early Bird Discount to: 6 March 2015**

**Final Booking Date: 1 April 2015**

# Certificate in Receivables Management

## Day 1: Foundations and Fraud

### 1. Receivables Management foundations

*Reviewing Receivables Management principles, terminology and fundamental practices as a development baseline*

### 2. Managing business inter-dependencies

*Understanding the ecosystem and ensuring cross-business directional alignment and support*

### 3. Aligning policy to company strategy

*Policy matters; directional alignment and support*

### 4. Improving the customer acquisition process

*Integrating and optimising credit origination into the sales cycle*

### 5. Considering fraud in the customer lifecycle

*Understanding and integrating fraud identification and management techniques*



## Day 2: Credit Control and Collections

### 6. Managing credit control post-acquisition

*Maximising revenue whilst controlling exposure and improving the customer experience*

### 7. Collections and the bigger picture

*Positioning and approach to optimise collection results*

### 8. Tuning skills and attitudes to better manage debtors

*A structured approach to improving collection contacts*

### 9. The good, the bad and the ugly; dealing with more difficult customer scenarios

*An insight to challenging collection scenarios*

### 10. Dealing with Business, Corporate and Government Agencies

*Insights to better management of these important accounts and improving collections*

#### Limited Places

Delegate-trainer ratios and therefore event places are strictly limited to ensure maximum benefit to delegates. As this is an open event advertised globally, please book early to avoid disappointment.

Please e-mail us for large-team enquiries and discounts.

#### Intensive Training

To maximise the learning potential and results following the event, delegates should anticipate an intensive training programme. Training days will typically be longer than standard working days to accommodate the volume of material presented, discussions and exercises.

#### Email Enquiries

For Middle East:  
[info@arabecom.com](mailto:info@arabecom.com)

For other countries:  
[ask@assuringbusiness.com](mailto:ask@assuringbusiness.com)

“ Training was amazing! ”  
Collection Supervisor, Mobily

“ Training is very interesting and innovative ideas can be generated from it ”  
Billing Collections Manager, Nawras

“ The event brought lots of great ideas that can readily be applied across our customer portfolio to help us further improve our customer experience and grow sales whilst keeping our bad-debt under control. Really very useful to stimulate change! ”  
Collection and Customer Support Manager,  
MTC Touch

“ Good insights into RM concepts; trainer excellent (very knowledgeable and kept group together very well) ”  
Customer Care Director, VIVA

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## Day 3: Enhanced Collections and Recovery

### 11. Designing effective collections plans

*Create and practice refreshed collection treatment plans (Dunning cycles)*

### 12. Managing the effectiveness of active credit control and the collections processes

*Understanding the effect of different business impacts on the ability to manage exposure and collect*

### 13. Recovery and debt management


*Considering the legal recovery process; tools and tips*

### 14. Communications; letters, e-mail, SMS, IM and web-portals

*Building a comprehensive and effective customer communication strategy*

### 15. Customer communications competition

*Build and practice customer communications*



Delivered in  
English with  
Arabic  
speaking  
supporting  
Trainer

## Day 4: Performance Management

### 16. Organisation and resource distribution

*Organise and optimise; understand where you put resource emphasis for best results*

### 17. Agency management best practices

*How best to leverage external collectors and recovery agents*

### 18. Automation and operational best practices

*Leveraging automation for best results; considering the various opportunities and interactions*

### 19. Measurement, Key Performance Indicators, Operational and Management Reporting

*Using measurement to drive operational visibility and performance gains*

## Day 5: Assessment and Application

### Final exercise and examination

*Team exercise and individual examination forming the final certification assessment*

### Receivables Management best practices summary and interactive application workshop

*Recapping on key learning points and exploring real-world application via an interactive workshop*

#### Case Study

As a direct result of changes made following our Receivables Management Training event, one client measured and provided the results of their refreshed strategy. Changes were applied over a few weeks following event delivery and measured over subsequent months; end-to-end a 5-month change and result assessment period. Highlights include:

#### Key Result Indicators

- 60% increase in receivable amounts; 37-89 day aging bucket
- 50% increase in receivable amounts; 90-120 day aging bucket
- 45% improvement to annualised bad debt ratio
- Improved engagement with Marketing and Product Development

“ Very informative and learnt a lot from the experience. ”

Finance Back Office Supervisor, Nawras

“ The training was well presented, including many real life examples and case-study exercises to crystallise the training with the participants. The trainers brought a wide range of business experience and a deep technical knowledge which helped us to increase our theoretical understanding and generate practical solutions to current business problems. ”

Financial Control Director, VIVA

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## About the Trainers



**Dean Smith**

Dean has a 26-year history of operational, consulting and leadership roles in the specialist Business Assurance arena.

Having operational backgrounds in BT and Cable & Wireless, Dean founded an internationally respected consulting company in 1994 (FML) thought to be the world's first specialised Communications Business Assurance services organisation. After over 8 years operating globally with FML, Dean went on to become Director of Security and Fraud Management at Energis (now C&W), and latterly President Asia-Pacific for Subex Limited before taking a leadership role as CEO in AssuringBusiness.

- Designing innovative treatment plans, policies and contact strategies to optimise on-time payment, reduce aging debt and improve revenues.
- Defining, procuring and implementing Receivables Management systems producing dramatic reductions in bad debt and efficiency gains for numerous telcos.
- Founder of Telecommunications UK Fraud Forum; still one of the most successful and proactive forums.
- Establishing and optimising multiple Business Assurance operational teams globally.



**Badee' Awwad**

Founder and General Manager of Arabecom, Badee' has spent 15 years in telecommunications and has in-depth knowledge and experience in Revenue Assurance, Fraud Management, Credit & Collection and Risk Management strategy and operations. His achievements include:

- Established and led the Revenue Assurance and Fraud Management functions in two major Middle Eastern mobile communications service providers including implementation of the respective processes and controls framework.
- Advisory in several fraud and receivables management process re-engineering projects.
- Founder and General Manager of Arabecom.

This training event is delivered in collaboration with Arabecom. Established in 2013, Arabecom is a specialist Business Assurance training and consulting services provider and is the first company to offer these specialist services in Arabic language.



The Shining Arab Future for Training and Consultancy

المستقبل العربي المشرق  
للتدريب والاستشارات

## About AssuringBusiness



AssuringBusiness provides Business Assurance; Revenue Assurance, Fraud Management, Receivables Management and Security solutions and services. We enable business growth and sustainability by ensuring an appropriate balance of risk management with customer acquisition, retention and experience.

With a sensible risk perspective, Business Assurance also seeks to improve operational effectiveness and efficiency to achieve consistent, high-performance operations. Intelligent operational and organisational design, combined with well-considered and correctly implemented technology, improves overall profitability to enable strategic business goals.

AssuringBusiness: Partnering in Profitability.

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## Booking Form

The completion and submission of this form constitutes a booking request with the Organiser for the above event, details as below. Standard delegate places for this 5-day training event delivered 20-24 April 2015 are priced at USD \$3,900 but discounts apply (see below):

Number of delegate training event places required:	#	<input type="text"/>
Applicable discount (see discount options below):	%	<input type="text"/>



### Discounts available:

Discount for 2-4 Delegates	10%	
Discount for 5-7 Delegates	20%	
Discount for 8+ Delegates	email	
Additional Early-bird Discount	10%	(book before 6 March 2015)
Additional Previous-Client Discount	10%	
Government/Regulatory	10%	

**Please note:** The appended Notes, Terms and Conditions apply. Prices are quoted per delegate but the discounts noted above may be utilised where applicable. Invoices will be issued upon booking acceptance. All payments must be received prior to delegates attending the training. Refreshments at break and lunch are included in event pricing along with a networking dinner on the first evening of the event but all travel, accommodation, breakfast and other meals or refreshments are the responsibility of the delegates. All location and attendance details will be provided upon acceptance of booking. The event is delivered in English language with an Arabic speaking supporting Trainer to assist in any discussions where Arabic language will help comprehension. **Final date for booking is 1 April 2015.**

### Booking made by:

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Office Tel \_\_\_\_\_

Mobile Tel \_\_\_\_\_

Email \_\_\_\_\_

I confirm that all approvals and authorities have been received and that I am authorised to make this booking. This booking is made understanding and accepting the notes, terms and conditions attached hereto in full.

Signature	Date
_____	_____

The following information and contact details should be used for invoicing.

### Invoice to:

Company Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

For attention of \_\_\_\_\_

Email \_\_\_\_\_

Please print, scan and email this completed booking form (this page only) to [events@assuringbusiness.com](mailto:events@assuringbusiness.com)

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## Notes, Terms and Conditions of Booking

### Booking General Terms

1. These notes, terms and conditions are applicable to all bookings made for open events with AssuringBusiness Pte Ltd and/or any partner organisation involved in the promotion or delivery of the event (the Organiser). Open events are all those advertised with declared dates, locations and pricing.
2. The submission of a booking request via any method including web-form, post, courier, facsimile, e-mail or other electronic formats shall be considered as a confirmed booking subject to acceptance by the Organiser.
3. It is the responsibility of the purchaser and/or delegate to determine if a travel visa is required before registering for any event and to ensure there is enough time for it to be issued, and subsequently to apply to the appropriate agency for completion in good time.
4. Official Purchase Orders are not required for the booking of an open training event. However, if corporate procurement protocols dictate Purchase Orders should be addressed to: AssuringBusiness Pte Ltd, incorporated in Singapore number 200906942M, and having its registered address as 1 Goldhill Plaza, #03-39 Podium Block, Singapore 308899. All Purchase Orders are to be provided in electronic format and uploaded on-line with the booking or sent to the nominated e-mail address of the Organiser: [events@assuringbusiness.com](mailto:events@assuringbusiness.com), with read-receipt requested. Postal deliveries are not necessary but if corporate procurement protocols dictate these must be by 'sign-on-receipt' delivery service, and in all cases to be accompanied by an e-mail notification. For the avoidance of doubt, these notes, terms and conditions presented by the Organiser are the only ones that apply and any terms and conditions expressed in any Purchase Order are considered void and do not form part of any agreement between the purchaser and the Organiser.
5. Booking requests received are subject to review. If approved, a booking confirmation and related invoice, reflecting any applicable discounts, will be sent to the relevant contact as indicated on the form. Payment instructions will be included on the Invoice. Contact details provided are to be accurate and if processed manually they are to be clearly written in capital letters on the form. The Organisers reserve the right to decline booking requests without cause.
6. Payment in full is required no later than ten (10) business days from the date of invoice, and in any event full payment must be received prior to the event to secure participation. For payments made after ten (10) business days the Organiser reserves the right to charge an additional processing fee.
7. All bank transfer fees and other payment related charges are the liability of the payer. The purchaser must ensure that the money received by the Organiser is the full invoiced amount. Underpayments put bookings at risk and any difference between invoiced and received amounts must be corrected prior to delegate attendance.
8. For the avoidance of any doubt, full payment is required in advance for delegates to be able to attend the event. The Organisers reserve the right to cancel a confirmed booking or refuse event attendance without prior notice where payment is overdue or full payment has not been received.
9. For proper event administration, delegate details will be requested and communicated separately via e-mail once payment processing is confirmed. Such details may include but are not limited to full name (as required to be printed on any certificates), 'address as' name (for name tags), role title, email and cell/mobile number, together with specific dietary preferences for each delegate.
10. If delegates have not received confirmation of participation within 3 business days of booking request receipt by the Organisers, delegates should contact the Organisers by phone or e-mail to confirm receipt of booking request.
11. The event venue and joining instructions will be communicated following a confirmed participation and delegates will be provided with recommended accommodation options (strictly on a self booking basis). Delegates are responsible for payment of their accommodations and all other expenses incurred in connection with their attendance (other than those stated as inclusive in the event).
12. Lunch and break-time refreshments will be provided on all training days. All other expenses are the responsibility of the delegates.

### Cancellations

13. Purchasers may cancel bookings in writing via email to the nominated e-mail address of the Organiser: [events@assuringbusiness.com](mailto:events@assuringbusiness.com), with read-receipt requested; the relevant date is the date of read receipt. For cancellations received more than sixty (60) days prior to the event, a refund or credit note will be available at the preference of the purchaser. Where a refund is selected by the purchaser, the refund will in full except for an administration charge of \$100 per booking and all bank transfer or refund payment changes will be the responsibility of the purchaser. Where a cancellation is received more than thirty (30) days prior to the event, a credit of 75% of the total paid booking value will be available. For cancellations received at twenty-nine (29) to fifteen (15) days prior to the event, the credit issued will be 50% of the total paid booking value. No credit or refund will be available for cancellations received at or within fourteen (14) days of the event start date.
14. Substitute delegates are allowed at any time up to the event provided that notice is given in writing and the substitute is accepted by the Organiser in advance.
15. Should the Organiser cancel an event for any reason, or reschedule an event where the same number of delegates cannot attend, a credit of 100% of the total paid booking value of the non-attending delegates is issued.
16. Any credits may be used at another Organiser-managed event (or permitted affiliate event - written approval to be obtained from the Organiser), or for other services or solutions procured from the Organiser by the same company. All credits must be used within twelve (12) months of their issue and credits will expire twelve (12) months from date of issue.
17. Although every effort is made to maintain plans, the Organiser reserves the right to cancel or reschedule events for any reason and shall assume no liability whatsoever and is not responsible for any loss or damage howsoever caused as a result of a substitution, alteration, cancellation or rescheduling of an event for any reason.

### Event Delivery and Intellectual Property

18. Training hours may vary between events and delivery days depending on the level of delegate interaction to accommodate the learning opportunities available or special needs arising.
19. All events are delivered in English language unless otherwise specified. To facilitate constant improvement, the specific content of featured event(s) is subject to change without prior notice. Advertised instructors may also change if circumstances necessitate.
20. Each delegate will receive a printed copy of the event materials. Additional copies of event materials are not available and are not permitted to be produced.
21. The Organiser reserves all intellectual property rights, including copyright, to logos, trademarks, training material and event promotional materials in full. No part or the whole of such materials may be reproduced, stored in a retrieval system, or transmitted in any form by any means including, but not limited to, electronic, mechanical, photocopying, scanning, photography, recording, facsimile or otherwise without the prior written approval of the Organiser.

## Contact AssuringBusiness

E-mail: [ask@assuringbusiness.com](mailto:ask@assuringbusiness.com)

Web: [www.assuringbusiness.com](http://www.assuringbusiness.com)